

Smart Ad Solutions

Create eye-catching digital ads and a landing page from a printed ad

1: Print Ad

The print ad shows a newspaper page with a news article titled "Man admits manslaughter after pub punch" and a photograph of a man. Below the article is a large advertisement for G. Farwell Ltd. The ad features a green header with the company name, a central image of a yellow excavator, and text listing services: "ALL AGGREGATES Shingle, Sand, Ballast Stocked and Supplied For delivery and collection", "From Mini to 20 Tonne Excavators up to D8 Dozers and Scrapers Private & Commercial", and "ROADS & CAR PARKS • EARTHMOVING • SPORTS PITCHES LAKES & RESERVOIRS • DEMOLITION • LANDSCAPING". Contact information includes the phone number 01590 682527 and website info@farwells.co.uk.

2: Digital Ad

The digital ad is shown on a tablet and a smartphone. The tablet displays the Stratford Herald website with a navigation menu (Home, News, Business, Sport, What's On, Jobs, Contact, Advertise, Subscribe) and a main article titled "Permission given for huge south Warwickshire solar farm". A sidebar on the right features a digital ad for G. Farwell Ltd. with the headline "Grabb lorry for site clearance" and a "Learn more" button. The smartphone displays a mobile version of the website with a list of local news items and the same G. Farwell Ltd. ad at the bottom.

3: Landing Page

The landing page is a dedicated digital ad for G. Farwell Ltd. It features a green header with the company name and a large image of a green grabber lorry. The main headline is "Grabb lorry for site clearance" with a "CONTACT" button. Below this is a detailed text block describing the company's services, including "All types of excavators, diggers, scrapers, and tracked machines", "We can take on the operation of our business. We have built our reputation as a specialist in ground clearance and site preparation work for a wide range of clients", and "We are now offering a new service of providing a complete site clearance service for residential and commercial sites. We offer a full range of services including site clearance, demolition, and landscaping. We are now offering a new service of providing a complete site clearance service for residential and commercial sites. We offer a full range of services including site clearance, demolition, and landscaping." The page also includes a contact form with fields for name, address, phone, and email, and a "SEND" button.

LOCAL BUSINESSES & OFFERS

The homepage carousel features three business offers. The first offer is from "Slimming" with the headline "Yes you can!" and a "Learn more" button. The second offer is from "50 HENLEY ST" with the headline "Investment coloured diamonds" and a "Learn more" button. The third offer is from "STRATFORD HEATING" with the headline "Please call Jason" and a "Call now" button.

4: Homepage Carousel

Smart Ads

Smart Ads are created by taking information from a print ad, enriching it with all relevant data and images from the web and developing it into a digital ad with an instant landing page. With artificial intelligence and human touch, we make sure local print advertisers can easily promote their businesses online. Advertisers profit from prominent, exclusive positioning and guaranteed visibility on our website.

GOLD PACKAGE

£79.99

- 8,000 impressions across our local network (over 7 days)
- MPU & Mobile ads created
- Landing page created
- Placement on our Local Business carousel on our homepage for seven days
- Entry into our directory for 12 months
- Simple effective reporting to show you how your campaign has performed

SILVER PACKAGE

£59.99

- 5,000 impressions across our local network (over 7 days)
- MPU & Mobile ads created
- Landing page created
- Placement on our Local Business carousel on our homepage for seven days
- Entry into our directory for 12 months
- Simple effective reporting to show you how your campaign has performed